

# Experience-centricity by design

## KPMG Connected Enterprise for Banking



For the connected bank, experience is everything. Customers expect consistent, effortless experiences time after time, judging against the very best that they experienced with other organizations, not just financial services. By designing and implementing seamless and personal customer, employee and partner experiences alike, you can ensure that your bank is known for putting the customer first.

In doing so, your bank can also generate long-term financial value: research by KPMG and Harvey Nash has found that companies that are 'customer centric' are 38 percent more likely to report greater profitability than those that are not.<sup>1</sup>

In order to reap the rewards of customer experience (CX), it is vital that your bank be committed to developing end-to-end customer journeys that are flexible, secure and, above all, personal—from onboarding right through to the final interactions you have with a customer. Delivering such experiences will nurture loyalty and advocacy, giving your customers a reason to return.

### Key considerations for the bank

- Do you approach customer experience from both the inside out and outside in—including your prospects and customers in your design?
- Do you have the ability to clearly articulate and promote your bank's brand values and to architect those values into every customer touchpoint?
- Can you respond to rapidly evolving customer dynamics and demands, both within banking and more widely?
- Can you effectively design and deliver integrated interactions across both machine-based and human-driven touchpoints?
- Do you have a Voice of the Customer capability to capture relationship-, journey- and touchpoint-level customer feedback—analyzing and actioning your insights to improve CX?

### How can KPMG firms help?

KPMG firms' customer research comprise over 10 years of insight into the factors driving a market-leading customer experience—based on analysis across 20 countries.

We can **mobilize our experienced design teams** to create cohesive, intentional banking customer experiences driven by their ready-to-use CX accelerators, tools and methods.

We can **improve your employee experience** to set you up for success—our research finds that companies that excel in this area are better positioned to provide consistent, high-quality CX.

Our customer journey specialists can **enable smarter decision-making** for your stakeholders, by focusing on the generation of journey-level insights and KPIs.

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## Shaping a truly customer-centric digital bank

A KPMG firm worked with a large UK bank to redefine their CX and launch more innovative propositions to the market. The KPMG team mobilized unique brand insight and the Six Pillars of customer excellence framework to catalyze the design of new future-state journeys and business capabilities.

The design process focused on creating 'moments of truth' throughout the shopping and onboarding experience for all banking products, underpinned by a customer-centric technology and enterprise architecture, which enabled the desired CX, improved operational efficiency and facilitated rapid delivery.

This detailed program of work has enabled the bank to deliver differentiated brand experiences across its digital channels, which are consistent and simple, resulting in maximum accessibility and conversion rates.

We can help you to revolutionize your experiences.

### What does a connected bank look like?

The most successful banks exhibit eight characteristics that span all aspects of the enterprise. The capabilities of front office, middle office and back office integrate seamlessly to support the brands, products and services, interactions and workforce, and deliver against ever-changing and heightened expectations.



### Upgrade your CX by harnessing KPMG firms' customer and design experience:

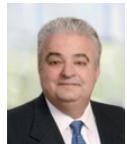
- Our **experience design** capability is home to a set of design professionals with banking experience and a CX toolkit of accelerators (including customer journey mapping tools and blueprints, the latest techniques in customer research and a rapid prototyping capability).
- Our **global network of customer practitioners** can help some of the world's largest businesses to compete in the race for the customer and drive profitable growth.
- The KPMG **Customer Experience Excellence Centre** has over 3 million brand evaluations, providing insight from the world's leading CX brands both within and outside of the sector.

\*Base: 1,299 professionals involved with customer-centric strategy decisions.

Source: A commissioned study conducted by Forrester Consulting on behalf of KPMG, September 2018.



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